



CHICAGO - ROSEMONT
CHALLENGE OF CHAMPIONS
TOURNAMENT

*In January, 1981, the Rosemont Horizon will be host
to what is building to be
one of the most entertaining events
in the history of Chicago - Rosemont and Area Tennis*

*Eight of the best players will be meeting
to vie for one of the largest purses
in tennis - anywhere.*

*You can plan to be there
as an onlooker, or as an active
participant within the event.*

CONCERT PRODUCTIONS INTERNATIONAL
and
LEBER KREBS INC.
are pleased to present this unique opportunity

2040925450



(1)

THE 1981 TENNIS CHALLENGE SERIES OF CHICAGO

Background:

This will be the first edition of the Tennis Challenge Series. For the next five years, Concert Productions International and Leber Krebs Inc. and their partners will be hosting this event at the sixteen thousand seat, Rosemont Horizon (Arena) in suburban Chicago. The Horizon is a brand new facility. This event will be one of the first productions offered to Chicago sports fans at the Horizon. The tournament is scheduled for January 7th - 11th, 1981. Chicago has not had a mens professional tennis tournament of this calibre in over ten years. Attendance at this tournament will be as high as 125,000.

Promoters Credentials:

Concert Productions International of Toronto, a partner in the Chicago event is well-known as a promoter of major rock concerts and sports events. One of the three principals of CPI, William Ballard, is a principal of the NHL hockey franchise and its home arena, and a CFL football franchise. CPI successfully promoted three Ilie Nastase vs. Jimmy Connors exhibition matches in April 1980, reaching attendance of 14,000 in one of the matches - which is a record for a exhibition. Messrs. Kepinski and Cohl from CPI enjoy warm day-to-day acquaintances with tennis stars John McEnroe and Vitas Gerulaitis. CPI promoted over five hundred entertainment events in 1980 and has been in the promotion business for ten years.

David Krebs and Steven Leber are no newcomers to the entertainment world. At the William Morris Agency, Steven Leber was director of the Music Department, responsible for the careers of such acts as the Rolling Stones, the Beach Boys, Stevie Wonder, the Bee Gees and Diana Ross. David Krebs was assistant director of the Business Affairs Department and then became an agent in the Music Department, handling such acts as the Rolling Stones, the Beach Boys, Stevie Wonder and the Bee Gees. Both agents left the Morris Agency in February 1972 to form their own company, Leber-Krebs Inc. Since that time the artist management firm has grown to encompass all phases of a multi-service production and entertainment organization. Among the company's roster of contemporary music artists are super-groups Aerosmith, Ted Nugent and the Broadway hit Beatlemania.

.../(2)

2040925451



(2)

The Chicago Challenge Series will draw a great deal of national and international attention. Press correspondents from three continents will gather at the Horizon for the week. Television has played an important role in the sport of tennis - and with the expected field presented in Chicago, television should reach several million viewers in the U.S. and Canada. Negotiations are currently underway to secure television coverage. A major local event? Yes, but one that will draw the national and international attention of the sports world.

Prize Structure:

Winner	\$125,000
2nd	75,000
3rd	50,000
4th	40,000
5th	20,000
6th	20,000
7th	10,000
8th	10,000

Bonus Prizes: for the most "Aces" - \$10,000

2040925452



(3)

The Players:

1. Vitas Gerulaitis - Presently ranked fourth in the world. Vitas has lost to Borg in final matches twice in 1980. Vitas has agreed to compete in our tournament. Known as the "Lithuanian Lion", its the crowd that roars for him.
2. John McEnroe - Presently ranked second in the world - who could forget his valiant effort in the final match of this year's Wimbledon and his win at the U.S. Open against Bjorn Borg. (John has also agreed to compete.)
3. Jimmy Connors - Presently ranked third in the world. Jimmy seems to be getting his game and confidence on track, winning back to back championships in August and losing a heart-throbbing semi-final to U.S. Open champion John McEnroe. Jimmy has had three wins and three losses against McEnroe in 1980, and one win, no losses against Bjorn Borg. (He has also agreed to play.)
4. Peter Fleming - One of the tallest and most powerful players on the tennis circuit today. His orthodox style is the perfect foil for the gifted McEnroe, and his titles include the single's championship of Los Angeles, Cincinnati and Hawaii.
5. Harold Solomon - A man who never gives up, strong and consistent, winner of the 1979 Paris indoors. Solomon is also a great teacher, he is known as "The Mole" because he just keeps digging.

2040925453



(4)

6. John Kriek - Rated 18 on top 50 of American Tennis Professionals, Kriek is an exciting player. He's a surprise package that always turns out well. Hailing from South Africa, he displays incredible speed, a huge challenge to Vitas Gerulaitas.
7. Roscoe Tanner - 29 years old, a native of California, Roscoe is a great pro, he's rated 15th on the Assoc. Tennis Professionals working steadily to beat the best. Always a gentleman, Roscoe adds class to all his matches.
8. Eliot Teltscher - One of the brightest young tennis stars today. He has beaten McEnroe before and won the title at Atlanta. 21 years of age, time and talent are on this players side.

2040925454



CHALLENGE OF CHAMPIONS PROGRAM

2040925455



Chicago 1981 Tennis Program

Credentials

Awear merchandising through its affiliation with C.P.I. has been involved in the merchandising of numerous events in Canada and the U.S.A. Our company created the publication, distribution and vending of such programs as the Connors/Nastase challenge match, the Broadway production of Beatlemania, and the Canadian edition of the Leonard/Duran fight II. Awear merchandising has a long list of successful merchandising ventures with top North American and English Rock & Roll groups. Awear is pleased to be assisting C.P.I. in this milestone event. As before we will be responsible for publication, distribution and vending of the Tennis Challenge of Champions Program.

Contents

This program is/will be created especially for the 1981 Chicago Tennis Challenge of Champions. Two pages will be dedicated to each player, focusing on profile, tournament achievements, history, and colourful action shots. Varied editorial stories will cover the organizers of the event and the tournament itself. Updated tennis statistics will cover the 1980 list of ATP and WTA top 50 pros and listings of the 1980 Grand Prix Tournaments. The program will include charts on the tournaments round robin, and further cover the Challenge of Champions prize allocation.

Of course the program will include your advertisement if you are interested in participating in this major event.

2040925456



Advertisers Involvement

On January 7/81 the Challenge of Champions Tennis tournament will take place. For five full days, eight major world tennis players will meet and compete, and we believe 150,000 people will flock to see these challengers.

We will execute the distribution of the tennis program. We are giving you the opportunity to advertise your product or business in this collectors program. Today we ask for your advertising \$\$\$ because we believe this program and event will cover a large cross-section of the buying public.

We look forward to your support on this endeavour and offer our complete support to you, the advertiser. Don't miss the chance to advertise your message in the sport program, the eyes of tennis fans will be watching; the creme de la creme fans will take this program home!

Based on past experience, a program of this nature will pass between 10 to 15 people before it is retired in the owners collection. With a circulation of 15,000 you can expect to reach between 150,000 to 225,000 of your buying public.

As you can see, your advertising dollars will be well spent.

We look forward to your support.

2040925457



ADVERTISING RATE CARD
CHALLENGE OF CHAMPIONS
CHICAGO TENNIS TOURNAMENT
January 7-11, 1980

GENERAL ADVERTISING RATES

	Black & White	Colour
FULL PAGE	\$2000	\$2500
2/3 pg.	1600	2000
1/2 pg.	1280	1600
1/3 pg.	1025	1280
1/4 pg.	820	
1/6 pg.	660	
Back cover		7000
Front Inside		4250
Back Inside		4250

Closing Space Deadline: December 19

Copy Closing Deadline: December 19

Required Material:

Please provide one of the following: Offset negatives right reading, emulsion side down with velox proof; finished art mechanicals and/or velox proof. If ad requires a colour other than black, please specify percentages. Four colour: 4 colour separation negatives with colour key, Geva or Cromalin or progressive proofs. Materials are not returned unless requested.

CIRCULATION: 10000 - 15000*